

The roots of Paysan Breton

A rich story of innovation

- 1969** Creation of the brand Paysan Breton only selling moulded butter
- 1972** Signature packaging with a Vichy motif
- 1978** First brand logo
- 1978** Launch of Paysan Breton emmental
- 1986** Expansion of the range of butters on offer
- 1993** First manufacture of Paysan Breton brie
- 1997** Launch of the range of whipped cheeses Madame Loïk
- 2003** First sale of the cheese La Galette
- 2006** Launch of La Brique
- 2010** Expansion of the range of whipped cheeses Madame Loïk
- 2011** Passage of crepes and buttermilk in stamp Paysan Breton
- 2013** Launch of thick crème fraîche

A logo that says its origins

1978



1990



1997



2010

